

AGENDA ITEM

MAY 137

Affinity Administrator of Member Benefits and Services - Approval of Contract with Successful Bidder

DATE: April 25, 2007

TO: Members of the Board of Governors
Members of the Board Committee on Member Oversight

FROM: Starr Babcock, Senior Executive, Member Services

SUBJECT: Affinity Administrator of Member Benefits and Services - Approval of Contract with Successful Bidder

ATTACHMENT: Attachment 1: Affinity Administrator Contract

EXECUTIVE SUMMARY

The attached contract is presented to the Board Committee on Member Oversight (MOC) and the Board of Governors for review and approval at their May 11, 2007 meetings. A Board appointed Affinity Evaluation Working Group (Working Group) made up of representatives from key stakeholders, including the Board, California Bar Foundation, Council of Section Chairs, Committee on Group Insurance Programs and the Board of Legal Specialization, has vetted the contract.

The contract intent and scope of work is described in the contract overview. If MOC and the Board approve the contract, work to implement a State Bar Affinity Program will begin immediately. A planning and scope of work meeting is scheduled for May 14-15, 2007, at the State Bar offices in San Francisco to develop the work-plan, timelines and launch date for the Affinity Program.

Board members with questions or concerns may contact Starr Babcock, 415/538-2070 or starr.babcock@calbar.ca.gov.

BACKGROUND

The Board of Governors directed staff to pursue strategies to implement the Board's Strategic Long Range Goal 2.1, "regularly identify and offer enhanced member benefits and services responsive to member needs". In March 2006 the State Bar and its Foundation of the State Bar, now named the California Bar Foundation agreed to shift the selection, oversight and marketing of State Bar sponsored affinity programs. The State Bar pursued bids for an affinity administrator. In December 2006 the bid was

awarded to Augeo Affinity Marketing (Augeo). The contract presented for approval is the result of negotiations with Augeo over a 3-month period that included a trip by State Bar staff and members of the Working Group to the Augeo headquarters in Minneapolis.

As described in the contract, the State Bar will partner with Augeo to develop and manage a program to provide the products and services under the Affinity Program. Augeo will develop and place a highly competitive and value-added portfolio of products and services to meet the changing needs of the State Bar membership during various stages of members' careers and lives.

Augeo will guide the research and evaluation of the members' needs, help to establish value-added offerings, evaluate and select vendor-partners to supply the agreed upon products and services, and position and integrate the final offerings into a cohesive, State Bar branded member-centric Affinity Program. They will create a member database, a member benefits website, oversee member benefit marketing, seek out and evaluate new member benefit offerings, and operate a member benefit call center.

FISCAL IMPACT

The contract will be paid from budgeted funds from the Member Services Division.

BOARD BOOK/ADMINISTRATIVE MANUAL IMPACT

There is no impact on the Board Book/Administrative Manual.

PROPOSED RESOLUTIONS

Should the Board Committee on Member Oversight concur with recommendation of staff to approve the Affinity Administrator of Member Benefits and Services Contract it would be appropriate to adopt the following resolution:

RESOLVED, that the Board Committee on Member Oversight recommend that the Board of Governors hereby approves the Affinity Administrator of Member Benefits and Services contract in the form attached to these minutes and made a part hereof.

Should the Board concur with the recommendation of the Board Committee on Member Oversight, it would be appropriate to adopt the following resolution:

RESOLVED, that upon the recommendation of the Board Committee on Member Oversight, the Board of Governors hereby approves the Affinity Administrator of Member Benefits and Services contract in the form attached to these minutes and made a part hereof.